

twistTV

Life throws curves.

Twist TV is all about real life with a twist; capturing the experiences of everyday people facing extraordinary situations. The channel's diverse cast of characters and their colourful stories—from unique personal challenges, to difficult family issues, to unusual medical circumstances—are always relatable and often outrageous. With a lineup of programming that includes tales of out of control kids, pageant moms and life changing health situations, audiences are guaranteed to be hooked.



new series

Braxton Family Values

The show features the rambunctious, tight-knit Braxton sisters — Grammy® Award-winning artist Toni Braxton, Traci, Towanda, Trina and Tamar — and their headstrong mother, Evelyn, and offers an inside look at their lives and the drama of family chaos. They battle it out for the spotlight with sibling rivalry, man drama, bankruptcy, a DUI, an absent dad and much more. Through the laughter, tears, screaming and door-slamming, this family still has each other's back.

Staten Island Cakes

Meet Vinny! This 21-year-old is the boss at his bakery, but still needs to answer to mom and the rest of his loud Italian family at home – watch what happens when the two worlds collide on *Staten Island Cakes*.

Jo Frost: Extreme Parental Guidance

Jo Frost gives parents the honest, insightful, no-nonsense parenting advice they need.



Staten Island Cakes

new seasons

Ruby

Ruby Gettinger is one of a kind. The epitome of sweet Southern charm, she truly is the life of every party, the confidante to all and an inspiration to everyone who comes into her life. Ruby has battled her weight since childhood but has never allowed her appearance to take a toll on her social life. After being told she'd have to lose weight or risk death, she decided to change her life and her health forever...with the whole world sharing in her challenging journey.



Too Fat for 15: Fighting Back

This reality series follows a group of extremely overweight teens at a progressive weight-loss school in North Carolina as they battle to lose weight. It's a total lifestyle change as the students reside on campus at Wellspring Academy and follow a grueling plan while maintaining their academics. For some, it's a last resort and failure is not an option. Watch the tears, struggles and triumphs as they fight to shed the excess pounds and take back their lives.



Downsized

Flat broke with two homes in foreclosure, a collapsed contracting business and a daily struggle to make rent, Todd and Laura Bruce are doing everything possible to keep their family of nine above the poverty line. From dumpster diving to food stamps, tune in to *Downsized* to watch this modern day "Brady Bunch" navigate the very real stresses of life in modern America.

Braxton Family Values

weekend marathons

Help I'm a Teen Mom

Help I'm a Teen Mom takes six teenage girls and their babies to a specially converted country house where they are taught parenting skills by expert nannies and a psychotherapist. The series gives them the chance to change their lives and the lives of their children and prove they can be better parents. The girls are observed as they carry out their daily routine with their children, and are advised on where they are going wrong. Meanwhile the psychotherapist works with them to raise their self-esteem and build confidence.

Glamour Belles

Welcome to Tennessee – home of Joann's Gowns – where only the store's staff can out-shine the racks of glittering gowns.

Til Debt Do Us Part: Baby Edition

To save expanding families from the doldrums of debt, each episode of *Til Debt Do Us Part: Baby Edition* follows financial wizard Gail Vaz-Oxlade as she helps families go from red to black by getting to the root of their destructive spending habits.

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data, % of A18+ AMA, English Canada, M-Su 2a-2a (FL11 STD: 8/29/2011 to 11/27/2011)



More likely to:

- Take personal trips to other provinces outside of their own (114) or to the U.S. (131)
- Have spent 11-15 hours on the internet in the past week (134) and use their computer for listening to the radio (132)
- Use their mobile phone for downloading (195) and listening (114) to music and surfing the internet (117)
- Have spent \$30,000+ on a vehicle (141, past 2 years)

Source: BBM Canada PPM Data (FL11 = Aug 29 – Nov 27/11) / English Canada / Comp% of A18-54

Key Research Finding

- Has maintained its Top 20 position in the digital specialty rankers

Source: BBM Canada PPM Data (FL11 = Aug 29 – Nov 27/11) / Total Canada A25-54 AMA(000) unless otherwise noted